

HEALTH & BEAUTY AIDS

H&BA figures for the first quarter of 1981, supplied by Boston Distributors, division of Cook United, Maple Heights, Ohio, cover 540 stores, including 380

discount department stores, in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

Prev. \$ Rank	Curr. \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
SANITARY NAPKINS & TAMPONS					
3	1	Stayfree Maxipads 30's	17,232	3.38	58,159
7	2	Stayfree Super Maxipads 30's	15,792	3.35	52,855
1	3	Tampax Super 40's	18,528	2.67	49,428
2	4	Tampax Slender Regular 40's	14,544	2.67	38,750
—	5	Stayfree Deodorant Maxipads 30's	10,284	3.30	33,945
6	6	New Freedom Maxipads 30's	9,576	3.24	31,025
—	7	Sure & Natural Maxi Shields 30's	7,272	3.74	27,186
11	8	Stayfree Maxipads 12's	15,360	1.58	24,220
—	9	Stayfree Minipads 30's	8,772	2.61	22,878
4	10	Tampax Super Plus 40's	8,046	2.65	21,346
13	11	Stayfree Maxipads 48's	3,606	5.70	20,571
9	12	Modess Super 40's	4,134	4.69	19,405
12	13	Kotex Maxipads #190 30's	5,448	3.28	17,845
10	14	Playtex Deodorant Tampon Super 28's	6,324	2.79	17,664
—	15	Stayfree Super Maxipads 48's	2,970	5.69	16,908

TRIAL SIZES					
—	1	Aqua Net Trial Size 2.5 oz	36,000	0.49	17,560
—	2	Final Net Hair Spray Trial 2 oz	27,120	0.44	11,881
—	3	Babe Splash Clign Trial Size 1.25 oz	24,288	0.46	11,270
—	4	Faberge Liquid Soap Trial Size 2 oz	38,592	0.26	10,013
—	5	Pepsodent Toothpaste Trial 1.4 oz	24,720	0.40	9,796
—	6	Faberge Organic Shampoo Trial 2 oz	37,728	0.26	9,691
—	7	Baby Fresh Take Along Trial 12's	14,184	0.57	8,119
—	8	Dietac Maximum Strength Trial 7 Count	8,100	0.94	7,630
—	9	Yardley Liquid Soap Trial PP 2 oz	24,048	0.29	7,065
—	10	Enhance Condition Trial PP 2 oz	26,064	0.25	6,595
—	11	Ultra Ban Roll On Trial Size PP 1 oz	16,560	0.39	6,438
—	12	Clairol Condition Ftn Kit PP Trial 6801	29,088	0.22	6,335
—	13	Pacquin Hand Cream Trial 1.2 oz	16,272	0.38	6,249
—	14	Jean Nate Trial Asst. 21023	12,240	0.47	5,710
—	15	Miss Breck Pump Trial PP 2 oz	10,008	0.51	5,094

Prev. \$ Rank	Curr. \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
CREME RINSES & CONDITIONERS					
4	1	Flex Balsam with Body 16 oz	22,812	1.80	41,161
6	2	Flex Balsam Regular 16 oz	16,860	1.80	30,383
1	3	Silkience Conditioner Extra Body 15 oz	6,618	2.35	15,549
—	4	Enhance Instant Cond Regular 16 oz	6,204	2.47	15,331
—	5	Enhance Instant Conditioner Dry 16 oz	5,772	2.48	14,333
12	6	VO-5 Hot Oil Treatment 4 Pack HOT-4	4,002	3.40	13,610
—	7	Flex Conditioner Oily 16 oz	7,422	1.80	13,348
16	8	Agree Creme Rinse with Body 12 oz	6,072	1.95	11,843
2	9	Vidal Sassoon Finshng Rns 8 oz G60	4,704	2.18	10,224
7	10	Clairol Condition Jar 4 oz	3,030	3.35	10,156
10	11	Tame Condition Cln Rns Ex Bd 16 oz	4,560	2.21	10,093
—	12	Enhance Instant Conditioner Oily 16 oz	3,942	2.43	9,563
15	13	Cond II Cream ExtraPro Form 16 oz	4,530	1.95	8,820
8	14	Wella Balsam with Body 16 oz	4,884	1.79	8,754
17	15	Agree Creme Rinse Regular 12 oz	4,440	1.94	8,634

SHAMPOO					
8	1	Flex Shampoo Normal 16 oz	26,760	1.77	47,440
—	2	Flex Shampoo Extra Body 16 oz	9,762	3.15	30,746
—	3	Head & Shoulders Condition Lin 11 oz	11,534	2.66	30,679
11	4	Flex Shampoo Oily 16 oz	17,016	1.77	30,163
18	5	Selsun Blue Lotion Nrmal Bns 9.5 oz	7,776	3.14	24,425
1	6	Head & Shoulders Lotion 15 oz	6,024	3.66	22,071
—	7	Silkience Shampoo Extra Body 15 oz	8,364	2.61	21,829
21	8	Flex Shampoo Dry & Damaged 16 oz	11,112	1.78	19,741
15	9	Prell Shampoo 11 oz	9,528	2.01	19,111
2	10	Vidal Sassoon Shampoo 8 oz G30	8,124	2.17	17,664
—	11	Head & Shoulders Cndtn Ltn 15 oz	4,518	3.72	16,823
—	12	Head & Shoulders Lotion 11 oz	10,092	1.59	16,088
7	13	Silkience Shampoo Regular 15 oz	5,556	2.63	14,599
3	14	Agree Shampoo Regular 12 oz	5,652	2.29	12,951
17	15	Clairol Cndtn Shmp Normal 16 oz	6,336	1.95	12,386

Prev. \$ Rank	Curr. \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
ETHNIC PRODUCTS					
1	1	Dark N Luvly Relaxer Kit	11,336	3.79	42,995
3	2	T C B Hair & Scalp Conditioner 8 oz	8,289	2.29	18,984
—	3	Sta Sol Fro Spray Extra Dry 16 oz	5,349	2.79	14,935
9	4	Sta Sol Fro Spray Extra Dry 8 oz	8,198	1.73	14,150
—	5	Pro Line Curly Kit 00055	2,738	4.78	13,083
—	6	Sta Sol Fro Curl Activator 8 oz	4,970	1.96	9,749
12	7	Sta Sol Fro 16 oz	3,154	2.78	8,776
14	8	Sta Sol Fro Spray Regular 8 oz	4,733	1.76	8,331
—	9	T C B Hair Food 8 oz	3,013	2.67	8,051
—	10	T C B Easy Curl Kit Regular Kit	975	7.92	7,726
—	11	T C B Oil Sheen 13 oz	3,338	2.10	7,020
2	12	Revlon Relaxer Kit Regular	1,390	4.59	6,381
—	13	T C B Easy Curl Activator 6 oz	2,431	2.46	5,973
—	14	Sta Sol Fro Style Kit 16 oz	1,539	3.63	5,588
5	15	Ultra Sheen Condition 8 oz	1,885	2.78	5,238

DEODORANT					
2	1	Right Guard Deodorant 10 oz	15,964	2.23	35,625
6	2	Mennen Speed Stick Regular 2.5 oz	15,234	1.60	24,375
—	3	Ban Roll On Regular 2.5 oz	8,418	2.05	17,254
7	4	Ban Roll On Deodorant Regular 1.5 oz	11,448	1.40	16,073
1	5	Sure Deodorant Regular 6 oz	6,030	2.61	15,750
—	6	Secret Solid Antiperspirant Reg 2 oz	7,852	1.88	14,750
12	7	Brut 33 Deodorant Stick 2.5 oz	14,100	1.01	14,171
9	8	Dry Idea Roll On Regular 2.5 oz	4,884	2.77	13,508
16	9	Sure Solid Antiperspirant Unscentd 2 oz	6,288	2.09	13,115
5	10	Old Spice Stick Deodorant Reg 2.5 oz	10,068	1.24	12,449
18	11	Mitchum Roll On 1.5 oz	5,706	2.11	12,038
15	12	Sure Solid Antiperspirant Regular 2 oz	5,376	2.09	11,243
14	13	Mennen Speed Stick Spice 2.5 oz	7,560	1.48	11,181
—	14	Old Spice Stick Deodorant 3.75 oz	5,130	2.16	11,093
10	15	Dry Idea Roll On Unscented 2.5 oz	3,816	2.77	10,561

(Continued on page 16)



PRODUCT MOVEMENT AUDIT

Professional Beauty Items Rate Section

By M. Raymond Prendergast
President,
Boston Distributors

As operating expenses continue to climb faster than sales growth, the mass volume retailer is hard put to find new means of achieving greater gross margin dollars. One of the most viable avenues toward this end is to be found in the expansion of high-margin growth categories, and capitalization on potential new items and new categories such as diet products, vitamins, eye care, trial sizes and liquid soaps, which were ripe for expansion and which have proven to be significant margin contributors.

Professional beauty products, when merchandised as a separate department adjacent to hair care sections, promise to do equally as well as the aforementioned categories. These products offer the opportunity to increase the sales of the H&BA department at an attractive gross margin of 30%-40%. The retailers' image to the consumer will be enhanced as he will be offering a broad assortment of specialized products at a far lower retail than at the salon.

While the majority of these items do not receive manufacturers' advertising support, they are widely recognized by a significant portion of the population for their efficacy. Some treatment lines such as Sassoon, Jhirmack, and most recently Gheri Redding, have gone public and are doing extremely well.

The successful launch of the professional department requires a minimum of 4 ft. of gondola space, point-of-sale merchandising, print ads and end-cap or register tip placement.

Professional beauty products have not as yet detracted from the sales of traditional shampoos and conditioners, as orders for both categories were up more than 20% in the first quarter of 1981, as compared to the same period last year. As expected, Enhance enjoyed a successful introduction, placing all three scents of the 16-oz. size on the PMA. Revlon's Flex, supported by lucrative trade allowance and consumer rebates, led the PMA. Silkience and Sassoon, although continuing to show strong sales, yielded their No. 1 and 2 spots, respectively, to Flex, which also led the shampoo ranking. Extra body Flex, a new line extension this year, is positioned in the No. 2 spot. Head & Shoulders achieved four slots on the PMA, and Selsun Blue, backed by heavy TV advertising, rose to the No. 5 spot.

Ethnic hair products, led again by Dark N Luvly relaxer kits, continued to grow by leaps



ANYTHING ELSE IS LESS

We'll tell you why at the Housewares Show. Rush-Hampton Industries

No nonsense Fashion means No Nonsense profit.

No nonsense® panty hose offers you the highest profit margin of any leading advertised brand. And that's not all. No Nonsense offers a complete line, backed by high levels of national advertising. So women will already know about No Nonsense Fashions and the styles available—Regular, Sheer to the Waist, Queen Size, Knee High, Control Top, Comfort Stride® and "Easy to be me."®

In addition to a terrific line of products, No Nonsense also offers a variety of rack sizes and types for you to stock the complete line.

No Nonsense Fashions, Inc., periodically offers promotions

consisting of display, advertising, and merchandising payments, and/or promotional and advertising materials on one or more No nonsense products to our retail customers within a specific marketing area or nationally.

For further information, contact your No Nonsense salesman, or write to:

NO NONSENSE FASHIONS, INC.
R.O. BOX 77057
GREENSBORO, NC 27407
ATTN:
Sales Promotion Department



©1979, No Nonsense Fashions, Inc.

LOW-COST,
HIGH QUALITY,
PRODUCTIVE . . .

PRICEMARKING, IDENTIFICATION & CONTROL SYSTEMS

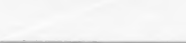
- Mark variable data on wide range of tag/label types and sizes for Retail/Vendor/Industrial labeling applications!
- Console or hand-held machines!
- Removable or permanent pressure-sensitive labels . . . plain or custom printed; All types of tags . . . pin-on, string, attacher, button, multi-part and more!
- Nationwide network of factory-trained, full time Service Specialists!

FOR MORE INFORMATION, OR TO CONTACT YOUR MONARCH REPRESENTATIVE . . . CALL
800-543-6650 (In Ohio, call 800-762-6600)
Phone Lines Open 7 a.m. 'til Midnight, Eastern Time, Monday thru Friday or write to Department 833

Monarch Marking
A Pitney Bowes Company

P. O. Box 608-T, Dayton, Ohio 45401

© 1980 Monarch Marking Systems, Inc. All rights reserved



HEALTH & BEAUTY AIDS

(Continued from page 14)

Prev. \$ Rank	Curr. \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
TOOTHPASTE					
5	1	Crest Regular Toothpaste 6.4 oz	39,552	1.63	64,541
8	2	Crest Mint Toothpaste 6.4 oz	37,536	1.63	61,214
1	3	Crest Regular Toothpaste 8.2 oz	24,264	1.99	48,271
2	4	Crest Mint Toothpaste 8.2 oz	20,232	2.00	40,513
6	5	Colgate Dental Cream Family 7 oz	15,528	1.71	26,526
15	6	Colgate Dental Cream 5 oz	22,920	1.09	24,913
11	7	Aqua Fresh Toothpaste 6.4 oz	12,516	1.73	21,619
—	8	Pepsodent Toothpaste Super 8.3 oz	17,496	1.23	21,569
12	9	Ultra Bright Reg Tthpst Family 6 oz	11,592	1.82	21,093
9	10	Sensodyne Toothpaste Economy 4 oz	8,976	1.99	17,880
—	11	Aqua Fresh Toothpaste 4.6 oz	14,472	1.22	17,611
13	12	Aim Toothpaste 6.4 oz	10,092	1.68	17,004
7	13	Colgate Dental Cream 9 oz	10,200	1.64	16,698
14	14	Topol Toothpaste 3 oz	5,412	2.81	15,208
10	15	Close Up Regular Toothpaste 6.4 oz	7,308	1.77	12,959

Curr. \$ Rank	Prev. \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
EYE & EAR PREPARATIONS					
1	1	Barnes Hind Wetting Solution 2 oz	5,748	2.47	14,209
8	2	Bausch & Lomb Saline Solution 8 oz	6,456	1.83	11,790
—	3	Bausch & Lomb Sanitizing Sln 12 oz	3,222	2.95	9,518
—	4	Bausch & Lomb Saline Solution 12 oz	3,990	2.33	9,299
3	5	Visine Eye Drops Plastic #308 30CC	4,002	2.32	9,275
2	6	Visine Eye Drops Plastic #803 15CC	5,490	1.50	8,251
5	7	Softens Cleaning Tabs 24's	1,530	5.31	8,125
13	8	Bausch & Lomb Daily Cleaner 1.5 oz	3,030	2.40	7,280
10	9	Liquifilm Wetting Solution 60CC	2,112	2.55	5,390
7	10	Barnes Hind Soquette Skng Sln 4 oz	2,118	2.50	5,289
6	11	Barnes Hind Titan 2 oz	1,356	3.62	4,908
12	12	Murine Plus 0.5 oz	3,180	1.38	4,400
—	13	Preflex 1.5 oz	1,776	2.32	4,109
9	14	Barnes Hind Clean and Soak 4 oz	1,614	2.32	3,759
—	15	Bausch & Lomb Lens Carrying Case	846	4.51	3,814



PRODUCT MOVEMENT AUDIT

Professional Beauty Items

(Continued from page 14)
and bounds, displaying a 29% increase over last year's incredible growth. T.C.B., with five entries on the PMA, and Sta Sof, with six, continued to be the strongest brands in this important category.

Liquid soaps, which are proving to be an exceptional promotional category, were again led by Minnetonka's Soft Soap. New introductions in this area are presented almost weekly. The fact that many of these products will be supported by substantial network TV advertising promises strong growth for retailers who devote adequate space and who promote the brands on endcaps, register tips or in print advertising.

Eye Care Looking Up

Another category which has warranted expanded footage and which is responding surprisingly well to promotions is the eye care department. Although still led by Barnes Hind's Wetting Solution, this market's big promotional winner is Bausch and Lomb's Saline Solution in the 8-oz. size. The growth of the soft lens segment due to technological advancements and lower retail prices is sure to continue supporting sales of the plethora of ancillary products.

Upswing Noted

Deodorants, our No. 2 category in the first quarter, experienced a 15% increase over 1980 numbers. Right Guard aerosol took the No. 1 slot from Sure (6 oz.), and Mennen's Speed Stick took the No. 2 position, while Ban Roll-On rose to the No. 3 and 4 spots. The most significant growth in the category came from the solid segment. With several manufacturers introducing solids this year, Procter & Gamble took top honors by placing one sku of Secret Solid and two put-ups of Sure Solid on this PMA.

P&G also did well on the toothpaste PMA by capturing the top four slots by a wide margin. Crest's new formulation and lucrative promotional allowances appear to be taking back the share points eroded since the Aqua Fresh introduction.

The Big Winner

The big winner in the first quarter on the feminine hygiene PMA was the Stayfree Maxipad brand from Personal Products. It garnered the top two spots from Tampax, which suffered from the aftershock of the health care scare prompted by the Rely recall. Personal Products also placed its new deodorant formulation of Maxipads in the No. 5 spot, and its Sure and Natural Shield was No. 7.

Trial sizes, refusing to slow down, topped 1980 numbers by 19% in the first quarter. Retailers giving this category gondola space in addition to endcap and/or register tip placement will reap the benefits of increased sales and margin dollars which are so important in today's environment.

How the Top 48 Fared

(First-quarter Comparative Dollar Sales)

A new DSN feature from Boston Distributors compares the firm's H&BA sales for the first quarter of 1981 to the first quarter of 1980, covering 48 categories.

Rank	Product Category	% \$ Sales Change
1	Shampoo	+20
2	Deodorant	+15
3	Analgesics	0
4	Sanitary Napkins	+9
5	Toothpaste	+12
6	Pegged Make-up	-4
7	Cold Products	0
8	Lotions & Moisturizers	-5
9	Suntan	-3
10	Diapers	-7
11	Hair Spray	+16
12	Crems Rinses & Conditioners	+21
13	Hair Color	-6
14	Baby Products	-8
15	Blades & Razors	-7
16	Antacids and related products	-10
17	Mouthwash	-1
18	Ethnic Hair Products	+29
19	Trial Sizes	+19
20	Denture Products	+17
21	Bar Soap	+17
22	Vitamins	+3
23	Private Label Vitamins	-7
24	Hair Care	+8
25	Diet Products	-17
26	Feminine Hygiene	+12
27	Curlers and Perms	-5
28	Eye Products	+36
29	Foot Care	+30
30	Laxatives	+5
31	Vitamins—Rexall	-11
32	Shave Creams	+15
33	Medicated Skin Care	-18
34	Mens Fragrance	-17
35	Mens Hair Products	-6
36	First Aid Bandages	-11
37	Toothbrushes	+14
38	Talcs and Oils	0
39	First Aid Antiseptics	+8
40	Fragrance	-15
41	Rectal Aids	+10
42	Fragrance Promotions	-2
43	Contraceptives	-28
44	Professional Beauty Products	0
45	Cosmetic Accessories	-27
46	Private Label Shampoo	+26
47	Implements	-10
48	Liquid Soaps	0

notices of
TRADE PROMOTIONS
& ALLOWANCES

During certain periods throughout the year, your local Pepsi-Cola bottler makes promotional offers to its customers. Please contact your local Pepsi bottler for details.

Cast your bread upon the waters,
and what do you get . . . soggy bread.

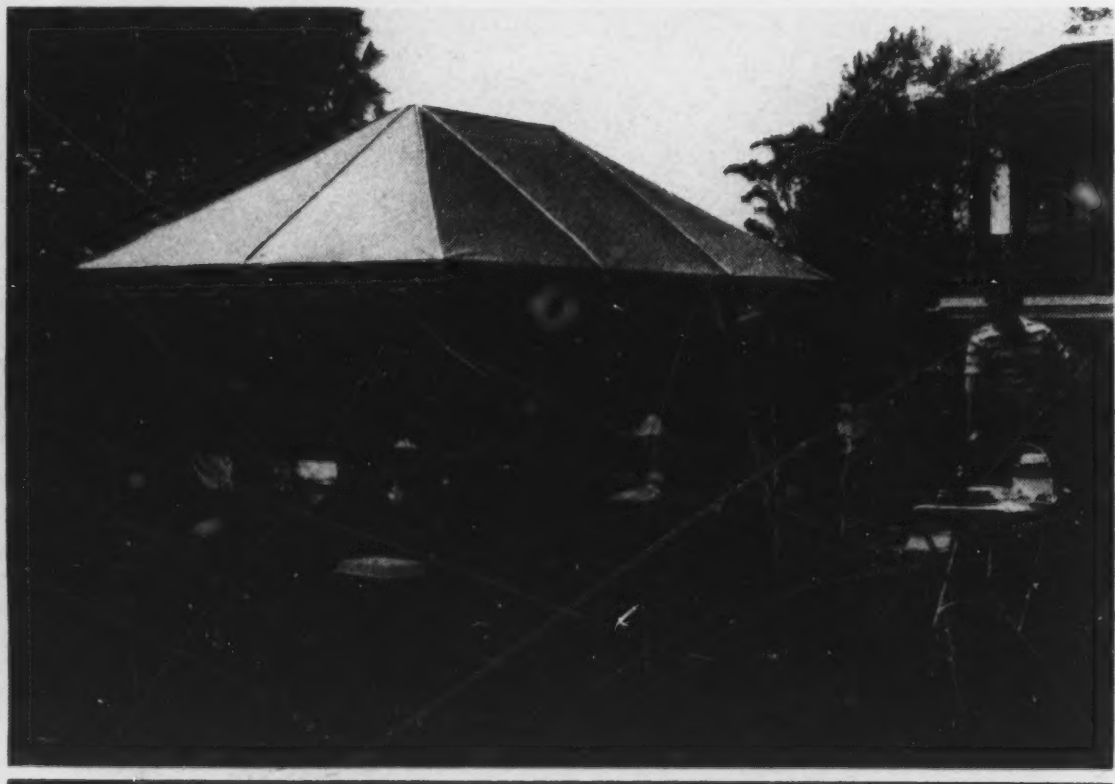
Run a Trade
and Promo Allowance Ad
in Discount Store News
and what do you get . . . Impact!

Contact Andrew DeSarle
212 371-9400 Ext. 363

ANYTHING
ELSE IS LESS

We'll tell you why
at the Housewares Show.
Rush-Hampton Industries

A tremendous
profit opportunity
for 1982!



A CASITA screenhouse turns any yard, deck or patio into a beautiful, practical, family fun center. The stay-at-home, energy-conscious backyard leisure boom has skyrocketed sales!

1981 Seasonal sales
increased 35 percent

If you do not actively display and promote CASITA screenhouses for Spring and Summer sales, you are missing a golden profit opportunity now enjoyed by most of the nation's leading mass merchandisers and home centers!

CASITA is 90% pre-assembled, lets the D-I-Y'er customer

erect his own screened-in room in minutes. Purchase it today, enjoy it today. Plan now for Spring/Summer, 1982.

Let our professional sales team work with you for plus sales and profits!

New designs, new colors, new applications—all new for '82. Get all the money-making details. Call us now toll-free, 1-800-248-8705 or write today! See us at the hardware show, booth #1705.



1023 Reynolds Road
Charlotte, MI 48813

A Division of General Aluminum Products, Inc.

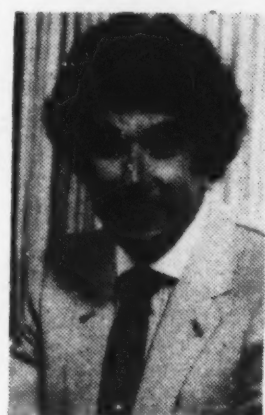


Auto Orders Rise 15% In Mild April

By Herbert Rechter
President

Allied Accessories and
Auto Parts Co.

An earlier-than-usual spring and a move by discounters to restore inventories that dwindled during the winter helped boost April automotive volume 15% as compared to the same period a year ago. April was the most recent month for which complete figures were available.



The mild April weather in particular led to strong wax and polish sales. This put Turtle Hard Shell paste (14 oz.) and DuPont Rain Dance paste (14 oz.) into the top 10 PMA items. The polysealants did well during the month, but have a way to go before they replace traditional waxes and polishes. Hard Shell and Rain Dance had a combined unit movement of 15,963 compared to a total of 4,086 for Blue Poly Liquid and paste.

Heading the list this April was a 2-ton hydraulic floor jack which carried an average retail of \$69.99. During the month, 1,171 jacks were sold, compared to 894 for the same period last year. This and other figures on the PMA show that the do-it-yourself market continues to grow stronger. Other evidence:

Mufflers have become a strong seller—although they haven't yet made it into the top 50 item rankings—with approximately 4,300 units sold during the month at an average retail price of \$15.99.

Oil and air filters, sealed beams and body fillers also sold well during the period, but Snowwhite Lite 'N' Easy slipped from third place into fifth with 2,952 pieces sold compared to 4,356 a year ago.

Spark plugs and tune-up kits continued to drop on the charts—the former due to the greater number of four- and six-cylinder cars on the road, and the latter from technological obsolescence. Increased sales of wire sets offset some of that slippage.

Despite rumblings that discounters were going to stop giving away motor oil this year, spring promotions boosted Valvoline and Quaker State (10W40) into the top 10—in fourth and eighth places with 33,695 and 27,623 cans sold, respectively. Last year, Valvoline was in 14th place and Quaker State 23rd.

National and Pennzoil 10W40 oils followed closely, in 12th and 17th places respectively.

One promotional item that got a lot more play this spring was a foot pump and gauge. Last year, we moved 953 pieces during the month. This year, we sold 2,429, placing the item in the 19th PMA slot.

AUTOMOTIVE

Automotive figures for April were supplied by Allied Accessories and Auto Parts Co., Madison Heights, Mich., and cover 2,000 stores, including 1,700

discount department stores in 33 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
1	2-ton Hydraulic floor jack	1,171	69.99	81,958.29
2	500 Westleys bleach white, 20 oz	23,730	1.89	44,849.70
3	FL-1A Mocralt oil fr (FL1)	10,523	2.97	41,986.77
4	141 Valvoline 10W40	33,695	1.19	40,097.05
5	3431 Snowwhite lit'n'easy gal	2,952	12.99	38,346.48
6	T-222 Sup hd shell pst-kit, 14 oz	9,461	3.89	36,803.29
7	0245 DuPont rain dance pst, 14 oz	6,502	5.49	35,695.98
8	Quaker State deluxe 10W40	27,623	1.29	35,633.67
9	1015-24 STP oil treatment, 15 oz	14,548	2.19	31,860.12
10	0513 Rally Cream wax, 10 oz	9,287	3.39	31,482.93
11	PF-25 AC oil filters	7,745	3.99	30,902.55
12	National 10W40 motor oil, qt	32,592	0.87	28,355.04
13	6014 Sealed beam, large round	8,389	3.29	27,599.81
14	AS982 Simoniz super poly, liq	3,444	7.99	27,517.56
15	10080 8 oz Armor-all	8,157	3.29	26,836.53
16	G2 Foot pump with gauge	2,429	10.99	26,694.71
17	Pennzoil deluxe 10W40	19,387	1.29	25,009.23
18	7450 Gumout Jet spray 13 oz	10,134	2.39	24,220.26
19	AS981 Simoniz super poly, paste	2,664	7.99	21,285.36
20	BP25 Blue poly liq sealant, 16 oz	2,047	9.99	20,449.53
21	BP30 Blue poly paste seal 16 oz	2,039	9.99	20,369.61
22	WD-40 Aerosol 9 oz	8,993	2.19	19,694.67
23	EB-1 Gunk aerosol	9,883	1.99	19,667.17
24	10160 16 oz Armor-all	2,746	6.99	19,194.54
25	Warco dot brake fluid, 12 oz	12,216	1.49	18,201.84
26	T560 Tur ply/shl 1-stp liq, 16 oz	2,232	7.99	17,833.68
27	129 Valvoline 10W40 Mir oil, qt	17,880	0.99	17,701.20
28	S257 Fix a Flat tire inflator	13,395	1.29	17,279.55
29	Pennzoil all-purpose 10W30	13,656	1.24	16,933.44
30	2645 Johnsons acrylic kit, 12 oz	2,195	7.49	16,440.55
31	1614 DuPont car wash, 8 oz	7,428	2.19	16,267.32
32	R452TS AC Spark plug	11,460	1.39	15,929.40
33	0241 DuPont rain dance liq, 16 oz	2,892	5.49	15,877.08
34	T-127 liquid Turtle Wax, 12 oz	5,567	2.79	15,531.93
35	LR-81 1 piece auto ramp pair	698	21.99	15,349.02
36	LF-1 Lee oil filter	4,524	3.39	15,336.36
37	Warco dot brake fluid, qt	3,768	3.89	14,657.52
38	4642 sealed beam, low square	2,906	4.99	14,500.94

Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
39	T270 Turtle color back, 16 oz	3,600	3.99	14,364.00
40	7502 Gumout carb cleaner, 16 oz	7,067	1.99	14,063.33
41	TP51 Sandable Pri gry	7,760	1.79	13,890.40
42	PR-40 AC oil filters	3,432	3.99	13,693.68
43	PF-30 AC oil filters	3,405	3.99	13,585.95
44	RR16 Roberk wiper bld refill	6,077	2.19	13,308.63
45	6503-12 STP son of a gun, 8 oz	4,426	2.99	13,233.74
46	1001 Freon, 14 oz	6,996	1.79	12,522.84
47	6052 Sealed beam, large square	1,539	7.99	12,296.61
48	Tam-66 undercoating	5,347	2.29	12,244.63
49	PR-35 AC oil filters	3,068	3.99	12,241.52
50	Quaker State sup blind 10W30	9,715	1.24	12,046.60
51	T-4163 Thrush muffler (160)	746	15.99	11,928.54
52	LF-25 Lee oil filter	3,168	3.69	11,689.92
53	TP52 (TW520) sandable prim red	6,502	1.79	11,638.58
54	100QR Rislone oil alloy, 32 oz	5,039	2.29	11,539.31
55	R44T AC spark plug	8,063	1.39	11,207.57
56	T-75 Turtle zip liz c/wash, 18 oz	4,893	2.29	11,204.97
57	DR1976 GM 8 cy dist cap	2,087	5.29	11,040.23
58	National all-purpose 10W30	14,202	0.77	10,935.54
59	PR-24 AC oil filters	2,731	3.99	10,896.69
60	13040 Armor-all, 4 oz	5,759	1.89	10,884.51
61	1157 auto bulbs 2 on a card	12,215	0.89	10,871.35
62	C-16 bars leak, 15 oz	5,721	1.89	10,812.69
63	101-1 GM uniset oem	1,199	8.99	10,779.01
64	T-3163 Thrush muffler	662	15.99	10,585.38
65	4000 Sealed beam, low round	3,731	2.79	10,409.49
66	2048-24 STP gas treatment, 8 oz	8,687	1.19	10,337.53
67	4624/04-2301 2 gal gas can	2,285	4.49	10,259.65
68	AS400 Brake fluid, 12 oz	5,640	1.79	10,095.60
69	UVL320 20" wheel wrench	2,069	4.79	9,910.51
70	T-5163 Thrush muffler	613	15.99	9,801.87
71	T565 Tur ply/shl 1-stp pt, 13 oz	1,224	7.99	9,779.76
72	PF-47 AC oil filters	2,446	3.99	9,759.54
73	01-015 D&L hand cleaner, 14 oz	8,878	1.09	9,677.02
74	3305 Snowwhite lite-n-ez qt kit	2,254	4.29	9,669.66
75	7518 Gumout carb clean, 12 oz	5,988	1.59	9,520.02

THE BIGGEST JUST GOT BIGGER.

Motorcraft's taken the largest selection of display-packaged parts you can stock, and made it even bigger. Giving you more opportunities to sell spark plugs. More moneymaking opportunities on rotors and caps. Bigger sales potential for the kinds of parts do-it-yourselfers find easiest to install themselves.

The Motorcraft line now gives you 210 different display-packaged parts. You can sell parts to Ford owners, GM owners, Chrysler owners, and more — all off one convenient display.

